DOCUMENT RESUME

ED 411 549 CS 509 556

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TITLE Fusing Classroom Theory and Practical Experience: Syllabus Construction in a Broadcast Journalism Experience.
PUB DATE 1997-09-00
NOTE 43p.; Paper presented at the Annual Meeting of the Kentucky Communication Association (Dawson Springs, KY, September 19-20, 1997).
PUB TYPE Guides - Classroom - Teacher (052) -- Speeches/Meeting Papers (150)
EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS *Broadcast Journalism; *Course Descriptions; Course Objectives; Higher Education; *Majors (Students); *Mass Media; Program Content; Student Experience; Teaching Methods
IDENTIFIERS *Southern Arkansas University

ABSTRACT

This paper contends that it is essential that broadcast journalism courses possess a roughly equal balance between hands-on radio, television, and electronic news gathering assignments and analytical term papers. The importance of students writing and analyzing mass communication issues and personalities cannot be overstated in a highly competitive job market. The paper contains all syllabi and production and writing assignments required of broadcast journalism majors at Southern Arkansas University. It is hoped these syllabi can serve as examples by which current and future broadcast journalism professors can update their respective syllabi for maximum instructional impact. Each course listed in the paper includes an academic course syllabus preface with grading criteria, assignments, prerequisites, and point total; a complete syllabus is also included for each course, with catalog description, textbook used, purpose/objective, topics to be emphasized, types of teaching strategies used, major student assignments, student assessment/evaluation, student readings, instructor's bibliography, and procedure. Courses listed are: Principles of Speech, Introduction to Mass Communication, Radio Production, Broadcast Performance, Television Production, Broadcast Practicum, Electronic News Gathering, Advanced Radio Production, Broadcast News Writing, Advanced Electronic News Gathering, Broadcast Sales and Management, Senior Research Project, and Broadcast Internship. (NKA)

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ED 411 549

Kentucky Communication Association
Annual Meeting
September 19-20, 1997
Dawson Springs, Kentucky

"Fusing Classroom Theory and Practical Experience: Syllabus Construction in a Broadcast Journalism Emphasis."

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My definition of an academic course syllabus has changed during my career as a broadcast journalism professor. Until 1996-97, grades in my courses had primarily been determined on a qualitative A through F scale. When I decided to revise my syllabi, including those in Principles of Speech and Introduction to Mass Communication courses, I wanted students to earn their grades on a more quantitative basis. As a result, numerical scores have replaced grades on assignments in all of my courses.

I wanted to be consistent regarding course requirements in as many courses as practicable. It was essential that broadcast journalism courses possess a roughly equal balance between hands-on radio, television and electronic news gathering assignments and analytical term papers. The importance of students writing and analyzing mass communication issues and personalities cannot be overstated in a highly competitive job market.

I have been competitively selected to participate in most professional broadcast faculty/industry seminars, including those sponsored by the International Radio & Television Society in New York, New York (1993, 1995, 1997) and the Academy of Television Arts and Sciences in Hollywood, California (1989). Interacting with these and other professionals has greatly influenced my perceptions of how Southern Arkansas University broadcast journalism majors should be prepared for entrance into the professional world.

This paper includes all syllabi and production and writing assignments required of SAU broadcast journalism majors. Hopefully they can serve as examples by which current and

future broadcast journalism professors can update their respective syllabi for maximum instructional impact.

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SPCH 1113: Principles of Speech (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Speech outlines and critiques are typed and double-spaced with separate reference pages (outlines only). One missed speech without documented excuse will result in automatic failure.

Speech 1/Beg. Jul. 16/Demonstrative, 6-8 Minutes, 3 Visual Aids: 15 points

Speech 2/Beg. Jul. 23/Informative, 6-8 Minutes, 3 Visual Aids: 15 points

Speech 3/Beg. Jul. 30/Persuasive, 6-8 Minutes, 3 Visual Aids: 15 points

Speech 4/Beg. Aug. 7/Group Discussion, 25-30 Minutes: 20 points

Critical Listening Activity 1/Demonstrative Speech Critiques: 5 points

Critical Listening Activity 2/Informative Speech Critiques: 5 points

Critical Listening Activity 3/Persuasive Speech Critiques: 5 points

Critical Listening Activity 4/Group Discussion Critiques: 5 points

Attendance/Class Participation: 15 points

Summer 1997 Semester Total: 100 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: SPCH 1113/Principles of Speech (Reppert's section only)

Prerequisite(s): None

Catalog Description: Principles of effective speaking; emphasis on both transmission and reception of the communicative process; the speaking mechanism and delivery.

Text: Hay, Speech Resources: Exercises & Activities (second edition), Roxbury

Purpose/Objective: The obvious purpose of a course in public speaking is to increase one's skills as a communicator. However, there are goals of equal importance: realizing the value and effectiveness of communication; learning to give and accept criticism; establishing confidence in one's convictions; and understanding the importance of practicing clear, concise oral communication. Positive or negative impressions are made each day by the manner in which a person speaks. This course can improve speaking skills in students' personal and professional lives.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
Impromptu Speaking	3
Extemporaneous Speaking	6
Eye contact and vocalics	3
Organizing speech outlines	6
Visual aid construction	3
Delivery techniques	6
Critiquing oral presentations	3
Demonstrative Speaking	3
Informative Speaking	3
Researching data in cyberspace	3
Group Discussion techniques	6
Persuasive Speaking	3

SAU ACADEMIC COURSE SYLLABUS - 2

Title and Number: SPCH 1113/Principles of Speech (Reppert's section only)

Check types of teaching strategies used in this course:

X Lecture
X Lecture/Discussion
X Use of Audio-Visuals
X Demonstration
_____ Field Trips
X Resource Persons
X Student Participation
_____ Team Teaching
_____ Microteaching
X Other: Videotapes

Major Student Assignments: Four speeches, four speech critiques, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False
_____ Multiple Choice
_____ Short Answer
_____ Essay
_____ Criterion reference
_____ Standardized
X Demonstration
_____ Term Papers
X Exhibits
X Critiques
X Projects
X Other: Videotapes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) _____

Chair submits two copies to Dean (Sig./Date) _____

Dean submits one copy to VPAA (Sig./Date) _____

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MCOM 1003: Intro. to Mass Communication (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 600 points that can be earned from this course. Semester grades will be determined in the following manner: 540-600/A; 480-539/B; 420-479/C; 360-419/D; and 0-359/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

Term Paper 1/Due Sep. 19/"Dysfunctional" TV Talk Show Analysis: 20 points

Term Paper 2/Due Oct. 17/Movie Review: 20 points

Term Paper 3/Due Nov. 14/Cross-Media Web Page Comparison: 20 points

Term Paper 4/Due Dec. 12/Ethics in Mass Communication: 20 points

Media Quizzes 1-4/Topics, Individuals Making News: 15 points each/60 total

Exams 1-4/Text, Lecture, Discussion, Videotapes: 100 points each/400 total

Attendance/Class Participation: 60 points

Fall 1997 Semester Total: 600 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: MCOM 1003/Intro. to Mass Communication

Prerequisite(s): None

Catalog Description: Development of communication media in American society, including newspapers, magazines, radio, television, and movies. Emphasis on social, political, and economic interaction of media and society.

Text: Biagi, Media/Impact (third edition), Wadsworth; Subscription to Time Magazine

Purpose/Objective: Students need to become critical analysts of American and international media, and learn the many techniques used to gain their attention and consumer dollars via print, broadcast and related outlets. By examining each segment of mass communication, besides its history and major contributors, they can obtain an overall picture of how American culture has formed. Of particular relevance is the significant impact television has had upon the world, and videotapes detailing mass communication issues and personalities help to bring that importance into focus.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
An overview of mass communication	3
Interactive communication	3
Newspapers	3
Magazines	3
Books	3
Radio	3
Recording industry	3
Television	6
Movies	3
Advertising	3
Public relations	3
Ownership, legal and regulatory issues, media ethics	6
Researching data in cyberspace	6

SAU ACADEMIC COURSE SYLLABUS - 2

Title and Number: MCOM 1003/Intro. to Mass Communication

Check types of teaching strategies used in this course:

X Lecture	X Resource Persons
X Lecture/Discussion	X Student Participation
X Use of Audio-Visuals	_____ Team Teaching
X Demonstration	_____ Microteaching
_____ Field Trips	X Other: Videotapes

Major Student Assignments: Four term papers, four media quizzes, four exams, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

X True/False	X Demonstration
X Multiple Choice	X Term Papers
X Short Answer	_____ Exhibits
X Essay	_____ Critiques
_____ Criterion reference	_____ Projects
_____ Standardized	_____ Other: _____

Student Readings: (<u>please attach</u>)

Instructor Bibliography: (<u>please attach</u>)

Procedure:

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BJ 2003: Radio Production (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

Term Paper 1/Due Sep. 16/Radio Station Format Analysis: 10 points

Term Paper 2/Due Oct. 14/Biography: 10 points

Term Paper 3/Due Nov. 11/Web Page Radio Comparison: 10 points

Term Paper 4/Due Dec. 9/Radio Station Promotion Assessment: 10 points

Lab Assignments 1-10/Weekly Productions with Scripts: 4 points each/40 total

Final Project/90-Minute Board Shift (in Pairs) with Script: 10 points

Attendance/Class Participation: 10 points

Fall 1997 Semester Total: 100 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: BJ 2003/Radio Production

Prerequisite(s): None

Catalog Description: History and theory of the medium, in addition to hands-on experience. Assignments include operating a control board, hosting music formats, newscasts, interviews, commercials, and public service announcements. Also analyze FCC rules and regulations.

Text: Subscription to Broadcasting & Cable Magazine

Purpose/Objective: To give students substantial experience in production and theory, using the Electronic Classroom and Studios A/B as training facilities. The radio industry currently is experiencing both change and growth, and students are kept current in such areas as production, programming, sales, news reporting, syndication, promotion and management. Study of these topics, besides in-depth production experiences, gives students an invaluable edge if they decide to enter the medium as a career.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
History of the medium	3
Federal Communications Commission	3
Modern radio production techniques	6
Programming, sales and promotion	3
Writing radio broadcast scripts	3
Traffic and billing	3
Current issues facing the medium	3
Researching data in cyberspace	6
Preparing lab assignments	9
Preparing final project	6
Discuss, research term papers	3

SAU ACADEMIC COURSE SYLLABUS - 2

Title and Number: BJ 2003/Radio Production

Check types of teaching strategies used in this course:

X Lecture	X Resource Persons
X Lecture/Discussion	X Student Participation
X Use of Audio-Visuals	_____ Team Teaching
X Demonstration	_____ Microteaching
X Field Trips	X Other: Videotapes/Audio Cassettes

Major Student Assignments: Four term papers, 10 lab assignments, final project, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False	X Demonstration
_____ Multiple Choice	X Term Papers
_____ Short Answer	X Exhibits
_____ Essay	X Critiques
_____ Criterion reference	X Projects
_____ Standardized	X Other: Audio Cassettes

Student Readings: (<u>please attach</u>)

Instructor Bibliography: (<u>please attach</u>)

Procedure:

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BJ 2033: Broadcast Performance (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. The term paper will be five pages in length, typed, double-spaced, with a separate reference page. A missed term paper will result in automatic failure.

Lab Assignment 1/Radio Commercials and PSAs: 10 points

Lab Assignment 2/Radio Newscast with Script: 10 points

Lab Assignment 3/Radio Interview: 10 points

Lab Assignment 4/TV Newscast with Script: 10 points

Lab Assignment 5/TV Interview: 10 points

Daily Audio Cassette Readings: 10 points

Term Paper/Local TV News Performance Analysis: 10 points

Web Page Broadcast Research Assignment: 10 points

Special Event Remote Broadcast: 10 points

Attendance/Class Participation: 10 points

Summer 1998 Semester Total: 100 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: BJ 2033/Broadcast Performance

Prerequisite(s): None

Catalog Description: Training techniques designed to enhance on-air performance. Optimum pitch, rate, voice and diction exercises, followed by assigning of tasks performed by professionals in the broadcast industry (both radio and television).

Text: Hyde, Television & Radio Announcing (seventh edition), Houghton Mifflin

Purpose/Objective: To allow students to realize their collective potential as articulate communicators. Though some in the course may not become broadcast announcers, they will leave it with enhanced skills in verbal and nonverbal communication. Extensive critiques of radio and television announcing assignments allow students to see how others perceive their performances. Watching and listening to current professionals in the field gives students a barometer by which to gauge their improvement. As a result, they realize a greater appreciation for the art of announcing.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
Voice and diction	4
English usage	4
Pronunciation, enunciation exercises	4
Optimum pitch training	4
Interpreting commercials and public service announcements	4
Interviewing techniques	4
International pronunciation	4
Music announcing	4
Radio, TV news announcing	4
Special event and sports announcing	4
Researching data in cyberspace	4
Preparing final project	4

SAU ACADEMIC COURSE SYLLABUS - 2

Title and Number: BJ 2033/Broadcast Performance

Check types of teaching strategies used in this course:

X Lecture
X Lecture/Discussion
X Use of Audio-Visuals
X Demonstration
_____ Field Trips
X Resource Persons
X Student Participation
_____ Team Teaching
_____ Microteaching
X Other: Videotapes/Audio Cassettes

Major Student Assignments: Five lab assignments, daily audio cassette readings, one term paper, Web page research assignment, final project, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False
_____ Multiple Choice
_____ Short Answer
_____ Essay
_____ Criterion reference
_____ Standardized
X Demonstration
X Term Papers
X Exhibits
X Critiques
X Projects
X Other: Videotapes/Audio Cassettes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

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BJ 2103: Television Production (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

Term Paper 1/Due Feb. 10/Local TV News Directing Styles: 10 points

Term Paper 2/Due Mar. 10/TV Program Directing Critique: 10 points

Term Paper 3/Due Apr. 7/TV Web Page Analysis: 10 points

Term Paper 4/Due May 5/TV Sports Production Comparison: 10 points

Lab Assignment 1/Demonstrative Group Production: 10 points

Lab Assignment 2/Interview Program: 10 points

Lab Assignment 3/Group News Program: 10 points

Lab Assignment 4/Group Final 10-15 Minute Project: 10 points

Individual Semester Lab Performance: 10 points

Attendance/Class Participation: 10 points

Spring 1998 Semester Total: 100 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: BJ 2103/Television Production

Prerequisite(s): MCOM 1003/Intro. to Mass Communication

Catalog Description: Extensive practice in studio operation, including cameras, lighting, graphics, and control room techniques. Students produce, direct, videotape, and critique newscasts, interviews, and special events.

Text: Subscription to Electronic Media Magazine

Purpose/Objective: To instruct students in the fundamentals of studio television production, and as a result produce competent programming. Students have many opportunities to be in the 'hot seat' of live studio productions, as they are rotated to give them both experience and flexibility to do a number of tasks. Understanding the theory underlying television fully to appreciate the process of production is also essential for them. Students discover that quality television productions are the result of a coordinated effort of writers, producers, on-air talent and production crew.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
The process of television production	4
Camera operation, mechanics and aesthetics	4
Lighting and audio as applied in the SAU TV studio	4
Technical considerations	4
Functions of the production crew	4
Writing television broadcast scripts	4
Functions of the director and floor director	4
Operating a character generator	4
Set design and staging for the cameras	4
Researching data in cyberspace	4
Discuss, research term papers	4
Preparing final project	4

SAU ACADEMIC COURSE SYLLABUS - 2

Title and number: BJ 2103/Television Production

Check types of teaching strategies used in this course:

X Lecture
X Lecture/Discussion
X Use of Audio-Visuals
X Demonstration
_____ Field Trips
X Resource Persons
X Student Participation
_____ Team Teaching
_____ Microteaching
X Other: Videotapes

Major Student Assignments: Four term papers, four lab assignments, individual semester lab performance, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False
_____ Multiple Choice
_____ Short Answer
_____ Essay
_____ Criterion reference
_____ Standardized
X Demonstration
X Term Papers
X Exhibits
X Critiques
X Projects
X Other: Videotapes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

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Department Chair (Sig./Date) _____

Chair submits two copies to Dean (Sig./Date) _____

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BJ 2113: Broadcast Practicum (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Missing two supervised, previously scheduled professional radio or television work days without documented excuse will result in automatic failure.

Individual Semester Lab Performance in Professional Setting: 50 points

Compilation Broadcast Scripts, Videotapes or Audio Cassettes: 50 points

Fall 1997 Semester Total: 100 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: BJ 2113/Broadcast Practicum

Prerequisite(s): None

Catalog Description: Designed to give the students hands-on experience in a commercial broadcast station. Students will be placed in cooperating stations where they will work under and be evaluated by professional staff.

Text: None

Purpose/Objective: Allowing students who cannot immediately pursue full-time internships the opportunity to work in local or institutional settings that use their radio or television writing and production skills. Copies of their broadcast scripts, demo videotapes or audio cassettes can then be used when applying for entry-level positions in the mass communication field.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
Radio and television writing, production experience	40
Regular critiques of student performance	8

SAU ACADEMIC COURSE SYLLABUS - 2

Title and number: BJ 2113/Broadcast Practicum

Check types of teaching strategies used in this course:

_____ Lecture	X Resource Persons
_____ Lecture/Discussion	X Student Participation
_____ Use of Audio-Visuals	_____ Team Teaching
_____ Demonstration	_____ Microteaching
_____ Field Trips	X Other: Videotapes/Audio Cassettes

Major Student Assignments: Various radio and television projects involving assignments such as production and script writing.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False	X Demonstration
_____ Multiple Choice	_____ Term Papers
_____ Short Answer	X Exhibits
_____ Essay	X Critiques
_____ Criterion reference	X Projects
_____ Standardized	X Other: Videotapes/Audio Cassettes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

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BJ 3013: Electronic News Gathering (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

Term Paper 1/Due Feb. 12/Local TV Edited News Packages: 10 points

Term Paper 2/Due Mar. 12/Newsmagazine Editing Styles: 10 points

Term Paper 3/Due Apr. 9/Web Page ENG Script Analysis: 10 points

Term Paper 4/Due May 7/Edited Tabloid "Pseudo-News" Packages: 10 points

Lab Assignment 1/Video Assemble Editing Project: 10 points

Lab Assignment 2/Video Insert Editing Project: 10 points

Lab Assignment 3/Original 30-Second Edited PSA with Script: 10 points

Lab Assignment 4/Original 60-second Edited Commercial with Script: 10 points

Lab Assignment 5/Original 90-second Edited News Story with Script: 10 points

Attendance/Class Participation: 10 points

Spring 1998 Semester Total: 100 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: BJ 3013/Electronic News Gathering

Prerequisite(s): BJ 2103/Television Production, PJ 2003/Basic News Writing

Catalog Description: Operate camcorders and VHS format videotape editing system. Mechanics and aesthetics of each are stressed. Assignments include news stories, commercials, and public service announcements. Timing and scripting are also discussed.

Text: Hewitt, Sequences: Strategies for Shooting News in the Real World (first edition), Mayfield/with accompanying videotape

Purpose/Objective: Enabling students to produce professional quality television projects through usage of field production and editing equipment, resulting in enhanced proficiency of video techniques. Other factors to be considered including video editing skills, setting proper audio levels, lighting, timing, scripting and quality of videography. Through practice work and graded assignments, besides students critiquing their own work and that of professionals in the field, they learn that electronic news gathering and editing skills are important if they wish to pursue careers in commercial or corporate television.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
Mechanics and aesthetics of editing videotape	4
Audio, natural sound in ENG and editing	4
Technical considerations of camcorders and editing equipment	4
VHS videographic procedures	4
Writing ENG broadcast scripts	4
Lighting for field production	4
Producing, writing, editing public service announcements	4
Producing, writing, editing commercials	4
Producing, writing, editing news stories	4
Researching data in cyberspace	4
Preparing final project	4
Discuss, research term papers	4

SAU ACADEMIC COURSE SYLLABUS - 2

Title and number: BJ 3013/Electronic News Gathering

Check types of teaching strategies used in this course:

X Lecture
X Lecture/Discussion
X Use of Audio-Visuals
X Demonstration
_____ Field Trips
X Resource Persons
X Student Participation
_____ Team Teaching
_____ Microteaching
X Other: Videotapes

Major Student Assignments: Four term papers, five lab assignments, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False
_____ Multiple Choice
_____ Short Answer
_____ Essay
_____ Criterion reference
_____ Standardized
X Demonstration
X Term Papers
X Exhibits
X Critiques
X Projects
X Other: Videotapes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

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BJ 3023: Advanced Radio Production (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

Term Paper 1/Local Radio Sales: 10 points

Term Paper 2/Regional, National Program Syndication: 10 points

Term Paper 3/Demographic Format Analysis: 10 points

Term Paper 4/Station Promotion Techniques: 10 points

Video Field Trip to Radio Station: 10 points

Weekly Recording Assignments in Studios A/B: 20 points

Final Project/Radio Audition Tape with Script: 10 points

Individual Semester Lab Performance: 10 points

Attendance/Class Participation: 10 points

Spring 1998 Semester Total: 100 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: BJ 3023/Advanced Radio Production

Prerequisite(s): BJ 2003/Radio Production

Catalog Description: Extensive practice in audio production techniques. Study of sound waves, studio electronics, and multi-track recording equipment in broadcast laboratory.

Text: Subscription to Broadcasting & Cable Magazine

Purpose/Objective: As the radio industry continues to evolve with new audio equipment and procedures, students must be kept current with these technologies to be competitive in the job market. Extensive training in the Electronic Classroom and Studios A/B assist in preparing students for tasks they may do in entry-level positions at radio stations. The combination of theory and hands-on experience gives students a well-balanced perspective of the medium.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
Professional audio control boards	4
Audio techniques as applied in SAU studios A/B	8
Microphone technique and placement	4
Studio design and sound quality	4
Console inputs and outputs	4
Patching, signals and balance	4
Producing, writing, recording audio projects	8
Researching data in cyberspace	4
Preparing final project	4
Discuss, research term papers	4

SAU ACADEMIC COURSE SYLLABUS - 2

Title and number: BJ 3023/Advanced Radio Production

Check types of teaching strategies used in this course:

X Lecture
X Lecture/Discussion
X Use of Audio-Visuals
X Demonstration
X Field Trips
X Resource Persons
X Student Participation
_____ Team Teaching
_____ Microteaching
X Other: Videotapes/Audio Cassettes

Major Student Assignments: Four term papers, video field trip to radio station, weekly recording assignments, final project, individual semester lab performance, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False
_____ Multiple Choice
_____ Short Answer
_____ Essay
_____ Criterion reference
_____ Standardized
X Demonstration
X Term Papers
X Exhibits
X Critiques
X Projects
X Other: Videotapes/Audio Cassettes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

Submit three copies to departmental chair

Department Chair (Sig./Date) _____

Chair submits two copies to Dean (Sig./Date) _____

Dean submits one copy to VPAA (Sig./Date) _____

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BJ 3103: Broadcast News Writing (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 500 points that can be earned from this course. Semester grades will be determined in the following manner: 450-500/A; 400-449/B; 350-399/C; 300-349/D; and 0-299/F.

Assignments: The following tasks are required. Unless otherwise noted, all broadcast script exercises will be typed and double-spaced, with all capital letters on 65-space lines. Three missed writing assignments will result in automatic failure.

Writing Assignments 1-35/Radio, TV News Stories: 10 points each/350 total

Final Project/10-Minute Radio Newscast Script: 100 points

Attendance/Class Participation: 50 points

Spring 1999 Semester Total: 500 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: BJ 3103/Broadcast News Writing

Prerequisite(s): PJ 2003/Basic News Writing

Catalog Description: Writing assignments include leads, hard news, features, spot news, investigative reports, and editorials. Also stressed are news sources, accuracy, ethics, and broadcast law.

Text: Shook/Lattimore/Redmond, The Broadcast News Process (fifth edition), Morton

Purpose/Objective: Those seriously interested in broadcast journalism as a career must consider the importance of accurate, well-written news in a field stressing immediacy and intense competition. Understanding news gathering fundamentals and being able to work on tight deadlines are not for everyone, and the field is not as glorious as it may appear on the surface. Realizing that practice hones professional reporting skills, many assignments similar to what students will face in the job market are emphasized. Students leave the course with a better grasp as to what is news, besides reporting the facts in a tight, conversational writing style.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
Writing in present tense	6
Broadcast leads	3
News selection, elements of news	6
Reporting on a deadline, source attribution	3
Editing, freshening, updating news copy	3
Hard, feature news	3
Editorials, press releases	3
Commercials, weather	3
Preparing lab assignments	9
Researching data in cyberspace	3
Ethics of broadcast news reporting	3
Preparing final project	3

SAU ACADEMIC COURSE SYLLABUS - 2

Title and number: BJ 3103/Broadcast News Writing

Check types of teaching strategies used in this course:

X Lecture	X Resource Persons
X Lecture/Discussion	X Student Participation
X Use of Audio-Visuals	_____ Team Teaching
X Demonstration	_____ Microteaching
_____ Field Trips	X Other: Videotapes/Audio Cassettes

Major Student Assignments: Thirty-five writing assignments, final project, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False	X Demonstration
_____ Multiple Choice	_____ Term Papers
_____ Short Answer	_____ Exhibits
_____ Essay	X Critiques
_____ Criterion reference	X Projects
_____ Standardized	_____ Other: _____

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

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Department Chair (Sig./Date) _____

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BJ 4003: Adv. Electronic News Gathering (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

Term Paper 1/Natural Sound, Audio in Local TV News: 10 points

Term Paper 2/Videography, Lighting in Network, Cable TV News: 10 points

Term Paper 3/Mechanics of TV News Script Writing: 10 points

Term Paper 4/Local vs. Network, Cable TV Edited Sports: 10 points

Weekly Videography/Editing Assignments: 30 points

Final Project/Video Audition Tape with Script: 10 points

Individual Semester Lab Performance: 10 points

Attendance/Class Participation: 10 points

Fall 1997 Semester Total: 100 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: BJ 4003/Adv. Electronic News Gathering

Prerequisite(s): BJ 3013/Electronic News Gathering

Catalog Description: Consists of shooting, writing, editing, and producing television news reports. Storyboarding, voiceovers, scripting, and writing copy to complement visuals. Operate camcorders and Super-VHS format videotape editing system.

Text: Hewitt, Sequences: Strategies for Shooting News in the Real World (first edition), Mayfield/with accompanying videotape

Purpose/Objective: This intensive, hands-on experience runs the gamut of news gathering and editing procedures students can expect to encounter upon graduation in entry-level television positions. Industrial Super-VHS video equipment used in the course allows for both portability and professionalism of reportage. A study of local, cable, industrial and commercial news operations helps to underscore the importance of producing high quality news reports. Solid audition tapes highlighting competent writing skills enable students to be prepared for success in the highly competitive television news job market.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
Differences between VHS and Super-VHS formats	4
Super-VHS videographic procedures	4
Videotape editing on the Super-VHS system	8
Utilizing audio tracks in edited projects	4
Writing Advanced ENG broadcast scripts	4
Location production, audio, lighting considerations	4
Producing, writing, editing projects	12
Researching data in cyberspace	4
Preparing final project	4

SAU ACADEMIC COURSE SYLLABUS - 2

Title and number: BJ 4003/Adv. Electronic News Gathering

Check types of teaching strategies used in this course:

X Lecture
X Lecture/Discussion
X Use of Audio-Visuals
X Demonstration
_____ Field Trips
X Resource Persons
X Student Participation
_____ Team Teaching
_____ Microteaching
X Other: Videotapes

Major Student Assignments: Four term papers, videography/editing assignments, final project, individual semester lab performance, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False
_____ Multiple Choice
_____ Short Answer
_____ Essay
_____ Criterion reference
_____ Standardized
X Demonstration
X Term Papers
X Exhibits
X Critiques
X Projects
X Other: Videotapes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

Procedure:

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BJ 4103: Broadcast Sales and Management (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper will be five pages in length, typed, double-spaced, with a separate reference page. Two missed term papers will result in automatic failure.

Term Paper 1/Characteristics of Account Executives: 10 points

Term Paper 2/Radio, Television Sales Comparison: 10 points

Term Paper 3/Web Page Management Inventory: 10 points

Term Paper 4/Executives, Demographics and Ratings: 10 points

Lab Assignments 1-10/Sales and Management Projects: 4 points each/40 total

Final Project/Radio or TV Sales and Management Portfolio: 10 points

Attendance/Class Participation: 10 points

Spring 1998 Semester Total: 100 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: BJ 4103/Broadcast Sales and Management

Prerequisite(s): None

Catalog Description: Role of station management. Regulations, sales tools, rate cards, audience rating, demographics, and personnel management.

Text: Subscription to Electronic Media Magazine

Purpose/Objective: Broadcasting is as much a business enterprise as it is an entertainment medium. Besides hands-on or journalistic responsibilities, students must understand and appreciate the important role radio and television sales and management techniques play in the overall operation of media properties. This course gives students the writing, research and interpersonal communication skills necessary for them to serve competently in entry-level sales and management positions.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
The business of broadcasting	3
Rate cards	6
Radio, television account executives	6
Radio, television management techniques	6
Sales, traffic and billing	3
Business management	3
Researching data in cyberspace	6
Preparing lab assignments	6
Preparing final project	3
Discuss, research term papers	6

SAU ACADEMIC COURSE SYLLABUS - 2

Title and Number: BJ 4103/Broadcast Sales and Management

Check types of teaching strategies used in this course:

X Lecture
X Lecture/Discussion
X Use of Audio-Visuals
X Demonstration
_____ Field Trips
X Resource Persons
X Student Participation
_____ Team Teaching
_____ Microteaching
X Other: Videotapes

Major Student Assignments: Four term papers, 10 lab assignments, final project, attendance/class participation.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False
_____ Multiple Choice
_____ Short Answer
_____ Essay
_____ Criterion reference
_____ Standardized
X Demonstration
X Term Papers
X Exhibits
X Critiques
X Projects
_____ Other: _____

Student Readings (please attach)

Instructor Bibliography: (please attach)

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BJ 4903: Senior Research Project (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Each term paper chapter will be five pages in length, typed, double-spaced, with a separate reference page. One missed term paper chapter will result in automatic failure.

Term Paper Chapter 1: 20 points

Term Paper Chapter 2: 20 points

Term Paper Chapter 3: 20 points

Term Paper Chapter 4: 20 points

Oral Defense of Completed Term Paper: 20 points

Fall 1997 Semester Total: 100 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: BJ 4903/Senior Research Project

Prerequisite(s): Senior standing and 30 hours of broadcast journalism emphasis requirements

Catalog Description: A major research paper in the student's area of expertise which adds a significant knowledge to the discipline. Must also defend the paper orally.

Text: Eisenthal, A Step-by-Step Guide to Research and Writing Papers (first edition), NTC

Purpose/Objective: Students write a paper which combines quantitative and qualitative research skills in an area of broadcast journalism/mass communication which ties in with their career goals.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
Topic selection/significance	8
Work with advisor on format/research data base	8
Execution of term paper in four chapters	20
Regular critiques of paper and research	8
Oral defense of paper	4

SAU ACADEMIC COURSE SYLLABUS - 2

Title and number: BJ 4903/Senior Research Project

Check types of teaching strategies used in this course:

_____ Lecture
_____ Lecture/Discussion
_____ Use of Audio-Visuals
_____ Demonstration
_____ Field Trips
X Resource Persons
X Student Participation
_____ Team Teaching
_____ Microteaching
_____ Other: _____

Major Student Assignments: Term paper on a major theme consisting of four chapters, with progress reports at regular intervals.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False
_____ Multiple Choice
_____ Short Answer
_____ Essay
_____ Criterion reference
_____ Standardized
_____ Demonstration
X Term Papers
_____ Exhibits
_____ Critiques
X Projects
_____ Other: _____

Student Readings: (please attach)

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BJ 4913: Broadcast Internship (Academic Course Syllabus Preface)

Grading Criteria: There is a total of 100 points that can be earned from this course. Semester grades will be determined in the following manner: 90-100/A; 80-89/B; 70-79/C; 60-69/D; and 0-59/F.

Assignments: The following tasks are required. Missing two supervised, previously scheduled professional radio or television work days without documented excuse will result in automatic failure.

Professional Evaluation of Student Intern Performance: 50 points

Compilation Broadcast Scripts, Videotapes or Audio Cassettes: 50 points

Fall 1997 Semester Total: 100 points

SOUTHERN ARKANSAS UNIVERSITY
ACADEMIC COURSE SYLLABUS

Prepared by: James E. Reppert **Revised by:** _____ **Date:** _____

Title and Number: BJ 4913/Broadcast Internship

Prerequisite(s): Completion of 12 upper class hours in broadcast journalism, senior standing, and a minimum grade-point average of 2.50

Catalog Description: Structured professional experience in a commercial broadcasting operation under professional supervision.

Text: None

Purpose/Objective: Allowing students the opportunity to obtain real-world experience at stations or entities that use their radio or television writing and production skills. Copies of their broadcast scripts, demo videotapes or audio cassettes can then be used when applying for entry-level positions in broadcast journalism.

Topics To Be Emphasized	**Approximate Hours Of Coverage**
Radio and television writing, production experience	40
Professional/faculty critiques of intern duties	8

SAU ACADEMIC COURSE SYLLABUS - 2

Title and number: BJ 4913/Broadcast Internship

Check types of teaching strategies used in this course:

_____ Lecture	X Resource Persons
_____ Lecture/Discussion	X Student Participation
_____ Use of Audio-Visuals	_____ Team Teaching
_____ Demonstration	_____ Microteaching
_____ Field Trips	X Other: Videotapes/Audio Cassettes

Major Student Assignments: Various radio and television writing and production projects as deemed appropriate by their respective internship supervisors.

Student Assessment/Evaluation (Tests and Number of Tests):

_____ True/False	X Demonstration
_____ Multiple Choice	_____ Term Papers
_____ Short Answer	X Exhibits
_____ Essay	X Critiques
_____ Criterion reference	X Projects
_____ Standardized	X Other: Videotapes/Audio Cassettes

Student Readings: (please attach)

Instructor Bibliography: (please attach)

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